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# CIBOGOHILIR VELLAGERS PRODUCTS AND MARKETPLACE

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## ABSTRACT

This study aims to see the need for a marketplace for Cibogohilir villagers to market their quality products. The potential of village residents is facilitated with an e-marketplace. The E-marketplace is a digital media that buyers and sellers can use to fulfill their needs that are not limited by space and time. The research method used is a survey method using a questionnaire via a Google form. Respondents were 13 business actors in BUMDes Cibogohilir. The data analysis was carried out through descriptive analysis. Data processing using SPSS. The study results show that the marketplace's level of closeness to partner satisfaction is very close. The community needs a marketplace application system that serves as a medium for Cibogohiir villagers to market their products. The marketplace allows villagers to market their classy and quality products to the outside world.

**Keywords:** marketplace; quality product; Cibogohilir

## INTRODUCTION

The marketplace is an online marketplace that facilitates the exchange of goods between buyers and sellers, Bradley Johnson. The marketplace is a modern transaction system that is more promising than traditional systems because of the wide marketing reach so that it can increase market share and customer loyalty and can minimize operational costs (Brunn., Jensen & Skovgaard (2018). As a medium, e-marketplace is like a window that functions as a light-opening medium. Windows are part of the elements or elements of houses and buildings that can enter natural light or vista and air circulation from inside and outside the building Yuliandri (2013). The window is a hole that can be closed and serves as a place for air to enter and exit. In addition to being a supplier of fresh air, the function of the window is to provide the privacy and security of a house and act as a separator between spaces and rooms. E-marketplace as a window for the residents of Cibogohilir village is expected to help villagers to sell their products to the broader community.

Cibogohilir Village Plered Purwakarta is one of the villages with a lot of potentials, including villagers with a lot of expertise. The women of the Cibogohilir village are very eager to help their household economy. They make various food products to sell. From this condition, the researcher aims to assist the community in utilizing the media marketplace to promote and sell quality products that are the mainstay of the villagers.

Several studies have been c arrived at regarding the impact of e-marketplaces on increasing product sales. Some are already optimal, but some still need to be considered for use. Based on the results of research on sales promotion media for SMEs Sambel Pecel and Gado-Gado Kuncil Bumbu Blitar City, the shape of the marketplace is not yet optimal. Therefore, it needs to be improved. In addition, to increase consumer purchases, the admin must further improve their services (Sulistiyawati & Widayani, 2020). Further research said that marketing through the marketplace increased sales by 10% during the Covid-19 pandemic in Sidomukti Lamongan Village (Wulandari, 2020). Other researchers say that to increase sales; certain methods are needed so that they can spur the growth of MSME actors. Efforts are being made to utilize digital media. This condition will cause problems in choosing the most effective media to increase sales turnover. Furthermore, it is said that to increase sales, it is necessary to utilize digital media to spur business growth for MSME actors (I Putu - Artaya Dan Tubagus Purworusmiardi, 2020). It was also mentioned that the emergence of the online market accelerated the transaction process, and all product lines could be sold online (Gibson, 2019). An internal retailer study found that out of $1.55 trillion in annual sales, 90% was contributed by marketplace sales, (Mosteller, 2019). It was also mentioned that in 2020 the marketplace would play an important role in accelerating online commerce worldwide (William commerce, 2020). The same thing was said in 2020. There has been a surge in online shopping. This is an acceleration of the use of e-commerce. The pandemic also encourages consumers to do online transactions (Mathradas, 2021). The results show that the modification and creativity of adding coriander and lime juice affect the race and aroma of the family recipe instant seasoning. (Ramadhani et al., 2021; Rusdana et al., 2022). The results of other studies show that compared to offline markets, marketplaces provide more value for the entire supply chain, reduce costs and increase market share (Loro & Mangiaracina, 2021). Product variation and modification is one of the efforts to preserve the kemojo cake. This strategy is crucial to keep the original kemojo cake from being lost and maintain its sustainability (Ashar, Yogha & Lasmanawati, 2021). They stated that the pandemic had killed the MSME actors' economy. This happens because sales are made conventionally, and there is a lack of mastery of science and technology. MSME actors must be able to take advantage of the marketplace in marketing their products (Zakiah et al., 2021). The results show that digital promotion of local tourist destinations has been carried out optimally. However, it is carried out flexibly considering the development of the pandemic. This study's results impact policy-making to revive the tourism world, which has an effect on the economy (Purwanigwulan & Ramdan, 2021). An organization needs a system to facilitate its activities (Anggadini et al., 2022). This study states that a marketing strategy is necessary to encourage the economy. When dealing with the national economy, it is crucial to develop effective strategies for government and business entities (Luckyardi et al., 2022).

Some of these studies say that e-marketplaces are one of the digital marketing media that can increase product sales. Although several obstacles cause sales to be less than optimal, in general, e-marketplaces are very helpful for business actors to increase their sales. Based on the theory, the researcher aims to conduct research by looking at the needs of the residents of Cibogohilir village for marketplace applications that are media marketing their products. Researchers also want to know the satisfaction of the residents of Cibogohilir village with the existence of a marketplace. Armed with knowledge and knowledge from the campus, he is optimistic that he can contribute to assisting the residents of Cibogohilir village in marketing their products through the e-marketplace. This is a form of academic researchers' dedication to the community in the village. Technological progress not only belongs to urban communities but also reaches rural communities. Technology is not a spectacle but a medium that can be used to maintain survival.

## LITERATURE REVIEW

The basic concept of an e-marketplace is where supply and demand meet. E-marketplace was developed to bring together buyers and sellers in large numbers to expand choices for buyers as well as increase opportunities and access for sellers to meet new potential buyers to reduce transaction costs for both parties simultaneously (Cunchaa & Miranda, 2012). The same thing is said that the marketplace is one of the e-commerce services that is a meeting place

between sellers and buyers online to make buying and selling transactions (Ahmadi & Candra dan Dadang Hermawan, 2013). We can state that e-marketplaces are digital media that buyers and sellers can use to fulfill their needs that are not limited by space and time. In theory, e-marketplaces consist of Business To Business (B2B) in which both parties conduct business transactions in running their business.

The Business To Consumer (B2C) is e-marketplace transactions, which are transactions where buyers are individual consumers. The Consumer To Consumer (C2C) represents the situation when consumers sell directly to each other through electronic advertisements or customer sites. Finally, Consumer To Business (C2B) occurs when individuals sell companies goods or services. The essence of offering from e-marketplaces is bringing buyers and sellers together according to their needs and offering transaction efficiency.

A marketplace is an online marketplace that facilitates the exchange of goods between buyers and sellers (Bradley Johnson). A marketplace is an electronic marketplace managed by site owners that brings together sellers and buyers in one place when a marketplace is a virtual shopping center.

## METHODOLOGY

Research design plans and research structures are arranged in such a way, to obtain answers to research questions objectively, validly and effectively. The plan is an overall scheme that includes the research program. The type of research used is qualitative research. The use of qualitative research is to describe and analyze events, phenomena, attitudes, social dynamics, beliefs and perceptions of both individuals and groups towards something to obtain a complete picture regarding the use of marketplaces by residents of Cibogohilir village.

The data sources for this research are key informants consisting of residents of Cibogohilir village regarding the information on the needs of citizens and digital e-marketplace developers and researchers. The data sources in this study were determined purposively by adjusting to the problem and research objectives where the informant knew the required data.

The research data collection was carried out by covering the activities of making an evaluation report on the selection of informants purposively and recording the results of data collection. Guided interviews and document review carry out data collection techniques. The interview technique was carried out systematically. Namely, the interview was preceded by the researcher's preparation of an interview guide instrument, then the interview was conducted through telecommunication media and recorded.

Document review is carried out by digging up information through facts stored in regulations and journals. The researcher uses a triangulation data validity test technique to verify the validity of the data, namely by:

a) Triangulation method, to compare information so that there are no errors in data collection;

b) Theory triangulation to compare the information with relevant theoretical perspectives.

The strategy used in qualitative analysis is by conducting inductive research, which is an approach by drawing general conclusions from real facts obtained in the field. This inductive analysis was carried out throughout the study to simplify the data into a more straightforward form. Procedures in the analysis of the data obtained:

a. The performance of data reduction by selecting data relevant to the research and focusing attention on the main problem in the research

b. Presentation of summary data in descriptive form

c. Conclude to providing problem-solving solutions.

Identify problems using the DMAIC method, namely Define, Measure, Analyze, Improve, and Control.

a. Define that to identify problems that arise. The data used are primary data as input to determine the cause of the problem

b. Measure manly, the data that has been obtained will be grouped and processed according to the existing variables

c. Analyze is to analyze data using the problem tree method (problem tree). The solution to the problem is found in the problem tree through anatomical mapping because of the problem as seen from a structured mind

map. In analyzing the problem tree by forming a more structured mindset related to the causal components of the prioritized problems

d. Improve, namely focusing on the causes of the problems found and which have been analyzed previously. At this stage, proposals or ideas are given to parties related to the research

e. Control is carried out to maintain or maintain the condition of the room

## DISCUSSION
### Validity and Reliability Test Research

A validity test is a test to measure the extent to which the measuring instrument used from a measure is what is being measured (measuring the validity of a questionnaire). Ten questions were asked of the respondents in this study, and the results showed that they were valid. This result is the validity of the research. The results are shown in Table 1:

**Table 1:** Validity Test Research

| Items | Research | | | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| 1 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 50 |
| 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 30 |
| 3 | 5 | 4 | 4 | 3 | 3 | 4 | 4 | 5 | 5 | 5 | 42 |
| 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 42 |
| 5 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 41 |
| 6 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 44 |
| 7 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 8 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 41 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 10 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 47 |
| 11 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |
| 12 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 47 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 40 |

**Table 2:** Correlations Validity Research

| | | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| x1 | Pearson Correlation | 1 | ,499 | ,536 | ,311 | ,167 | ,681$^*$ | ,637$^*$ | ,679$^*$ | ,679$^*$ | ,679$^*$ | ,705$^{**}$ |
| | Sig. (2-tailed) | | ,083 | ,059 | ,302 | ,585 | ,010 | ,019 | ,011 | ,011 | ,011 | ,007 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x2 | Pearson Correlation | ,499 | 1 | ,780$^{**}$ | ,698$^{**}$ | ,771$^{**}$ | ,827$^{**}$ | ,866$^{**}$ | ,453 | ,721$^{**}$ | ,721$^{**}$ | ,880$^{**}$ |
| | Sig. (2-tailed) | ,083 | | ,002 | ,008 | ,002 | ,000 | ,000 | ,120 | ,005 | ,005 | ,000 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x3 | Pearson Correlation | ,536 | ,780$^{**}$ | 1 | ,715$^{**}$ | ,601$^*$ | ,681$^*$ | ,887$^{**}$ | ,679$^*$ | ,679$^*$ | ,679$^*$ | ,878$^{**}$ |
| | Sig. (2-tailed) | ,059 | ,002 | | ,006 | ,030 | ,010 | ,000 | ,011 | ,011 | ,011 | ,000 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x4 | Pearson Correlation | ,311 | ,698$^{**}$ | ,715$^{**}$ | 1 | ,727$^{**}$ | ,593$^*$ | ,805$^{**}$ | ,458 | ,650$^*$ | ,650$^*$ | ,810$^{**}$ |
| | Sig. (2-tailed) | ,302 | ,008 | ,006 | | ,005 | ,033 | ,001 | ,116 | ,016 | ,016 | ,001 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x5 | Pearson Correlation | ,167 | ,771$^{**}$ | ,601$^*$ | ,727$^{**}$ | 1 | ,637$^*$ | ,668$^*$ | ,143 | ,349 | ,349 | ,651$^*$ |
| | Sig. (2-tailed) | ,585 | ,002 | ,030 | ,005 | | ,019 | ,013 | ,641 | ,242 | ,242 | ,016 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x6 | Pearson Correlation | ,681$^*$ | ,827$^{**}$ | ,681$^*$ | ,593$^*$ | ,637$^*$ | 1 | ,736$^{**}$ | ,648$^*$ | ,648$^*$ | ,648$^*$ | ,846$^{**}$ |

|  |  | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | x10 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
|  | Sig. (2-tailed) | ,010 | ,000 | ,010 | ,033 | ,019 |  | ,004 | ,017 | ,017 | ,017 | ,000 |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x7 | Pearson Correlation | ,637* | ,866** | ,887** | ,805** | ,668* | ,736** | 1 | ,568* | ,807** | ,807** | ,943** |
|  | Sig. (2-tailed) | ,019 | ,000 | ,000 | ,001 | ,013 | ,004 |  | ,043 | ,001 | ,001 | ,000 |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x8 | Pearson Correlation | ,679* | ,453 | ,679* | ,458 | ,143 | ,648* | ,568* | 1 | ,790** | ,790** | ,756** |
|  | Sig. (2-tailed) | ,011 | ,120 | ,011 | ,116 | ,641 | ,017 | ,043 |  | ,001 | ,001 | ,003 |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x9 | Pearson Correlation | ,679* | ,721** | ,679* | ,650* | ,349 | ,648* | ,807** | ,790** | 1 | 1,000** | ,893** |
|  | Sig. (2-tailed) | ,011 | ,005 | ,011 | ,016 | ,242 | ,017 | ,001 | ,001 |  | ,000 | ,000 |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x10 | Pearson Correlation | ,679* | ,721** | ,679* | ,650* | ,349 | ,648* | ,807** | ,790** | 1,000** | 1 | ,893** |
|  | Sig. (2-tailed) | ,011 | ,005 | ,011 | ,016 | ,242 | ,017 | ,001 | ,001 | ,000 |  | ,000 |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| total | Pearson Correlation | ,705** | ,880** | ,878** | ,810** | ,651* | ,846** | ,943** | ,756** | ,893** | ,893** | 1 |
|  | Sig. (2-tailed) | ,007 | ,000 | ,000 | ,001 | ,016 | ,000 | ,000 | ,003 | ,000 | ,000 |  |
|  | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | | |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | | |

**Table 3:** Description Analysis Result Research

| Question Number | R Account | R Table | Description |
|---|---|---|---|
| 1 | 0,705 | 0,5529 | Valid |
| 2 | 0,880 | 0,5529 | Valid |
| 3 | 0,878 | 0,5529 | Valid |
| 4 | 0,810 | 0,5529 | Valid |
| 5 | 0,651 | 0,5529 | Valid |
| 6 | 0,846 | 0,5529 | Valid |
| 7 | 0,943 | 0,5529 | Valid |
| 8 | 0,756 | 0,5529 | Valid |
| 9 | 0,893 | 0,5529 | Valid |
| 10 | 0,893 | 0,5529 | Valid |

The results of observations in the r table obtained the value of the number of samples (n) = 13, and the amount of df can be calculated as 13 – 2 = 11. With df 11 and alpha = 0.05 (5%) obtained r-table = 0.5529. This means that this value becomes a benchmark where the value of the correlation result cannot be lower than the value of the r table. The table above shows the results of the calculation of validity where r count > r table 10 questionnaires are declared valid. All 10 questionnaires are declared valid because the r count is more than the r-table.

**Reliability Test**

The reliability test is how much the degree of the test consistently measures the measured target. Numbers indicate reliability as coefficients, whereas high coefficients indicate high reliability.

| Case Processing Summary | | N | % |
|---|---|---|---|
| Cases | Valid | 13 | 100,0 |
| | Excluded[a] | 0 | ,0 |
| | Total | 13 | 100,0 |
| a. Listwise deletion based on all variables in the procedure. | | | |

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| ,944 | 10 |

The results above in the Case Processing Summary table can be seen that the Cases are valid for all respondents (13) or 100%, indicating that all are valid, and nothing is excluded (Exclude a) so that the total is 13 or 100%. For the Reliability Statistics table in the Cronbach Alpha column, there are 10 items per questionnaire and the number of respondents is 13 people; the correlation value is 0.944. This value is very good or classified as very strong, with a correlation value of 0.944. So it can be concluded that these results prove that all statements in the questionnaire are declared reliable.

## Validity and Reliability Test Partner Satisfaction

This result is the validity of the Partner satisfaction. The research for partner satisfaction also consists of ten questions. In this study, there were ten questions asked to the respondents, and the results showed that they were valid. This result is the validity of the Partner satisfaction. The results are shown in Table 4:

**Table 4:** Validity Test Partner Satisfaction

| Items | Partner Satisfaction | | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | |
| 1 | 4 | 4 | 4 | 5 | 4 | 3 | 3 | 4 | 5 | 36 |
| 2 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 3 | 4 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 34 |
| 4 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 5 | 4 | 40 |
| 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 38 |
| 6 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 45 |
| 7 | 4 | 4 | 4 | 4 | 4 | 3 | 3 | 4 | 4 | 34 |
| 8 | 5 | 4 | 4 | 4 | 4 | 3 | 3 | 5 | 5 | 37 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |
| 10 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 43 |
| 11 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 33 |
| 12 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 42 |
| 13 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 36 |

Correlation shows the close relationship between the variables studied. Here is the correlation of the research conducted. The correlation of this study is shown in Table 5.

**Table 5:** Correlations of Partner Satisfaction

| | | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| x1 | Pearson Correlation | 1 | ,537 | ,672[*] | ,419 | ,539 | ,517 | ,300 | ,507 | ,158 | ,730[**] |
| | Sig. (2-tailed) | | ,059 | ,012 | ,154 | ,057 | ,071 | ,319 | ,077 | ,606 | ,005 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x2 | Pearson Correlation | ,537 | 1 | ,386 | ,579[*] | ,461 | ,732[**] | ,732[**] | ,433 | -,283 | ,769[**] |
| | Sig. (2-tailed) | ,059 | | ,193 | ,038 | ,113 | ,004 | ,004 | ,139 | ,349 | ,002 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x3 | Pearson Correlation | ,672[*] | ,386 | 1 | ,676[*] | ,640[*] | ,527 | ,527 | ,384 | ,188 | ,813[**] |
| | Sig. (2-tailed) | ,012 | ,193 | | ,011 | ,019 | ,064 | ,064 | ,195 | ,540 | ,001 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x4 | Pearson Correlation | ,419 | ,579[*] | ,676[*] | 1 | ,471 | ,489 | ,489 | ,635[*] | ,018 | ,799[**] |
| | Sig. (2-tailed) | ,154 | ,038 | ,011 | | ,104 | ,090 | ,090 | ,020 | ,952 | ,001 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |

Table 5: Continued

| | | x1 | x2 | x3 | x4 | x5 | x6 | x7 | x8 | x9 | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|
| x5 | Pearson Correlation | ,539 | ,461 | ,640[*] | ,471 | 1 | ,629[*] | ,337 | ,570[*] | ,178 | ,751[**] |
| | Sig. (2-tailed) | ,057 | ,113 | ,019 | ,104 | | ,021 | ,260 | ,042 | ,561 | ,003 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x6 | Pearson Correlation | ,517 | ,732[**] | ,527 | ,489 | ,629[*] | 1 | ,711[**] | ,408 | -,387 | ,786[**] |
| | Sig. (2-tailed) | ,071 | ,004 | ,064 | ,090 | ,021 | | ,006 | ,166 | ,192 | ,001 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x7 | Pearson Correlation | ,300 | ,732[**] | ,527 | ,489 | ,337 | ,711[**] | 1 | ,225 | -,158 | ,727[**] |
| | Sig. (2-tailed) | ,319 | ,004 | ,064 | ,090 | ,260 | ,006 | | ,459 | ,606 | ,005 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x8 | Pearson Correlation | ,507 | ,433 | ,384 | ,635[*] | ,570[*] | ,408 | ,225 | 1 | ,022 | ,669[*] |
| | Sig. (2-tailed) | ,077 | ,139 | ,195 | ,020 | ,042 | ,166 | ,459 | | ,942 | ,012 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| x9 | Pearson Correlation | ,158 | -,283 | ,188 | ,018 | ,178 | -,387 | -,158 | ,022 | 1 | ,057 |
| | Sig. (2-tailed) | ,606 | ,349 | ,540 | ,952 | ,561 | ,192 | ,606 | ,942 | | ,853 |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| Total | Pearson Correlation | ,730[**] | ,769[**] | ,813[**] | ,799[**] | ,751[**] | ,786[**] | ,727[**] | ,669[*] | ,057 | 1 |
| | Sig. (2-tailed) | ,005 | ,002 | ,001 | ,001 | ,003 | ,001 | ,005 | ,012 | ,853 | |
| | N | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| [*]. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | | | | | |
| [**]. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | | | | | |

Table 6: Description Analysis Results of Partner Satisfaction

| Question Number | R Account | R Table | Description |
|---|---|---|---|
| 1 | 0,730 | 0,5529 | Valid |
| 2 | 0,769 | 0,5529 | Valid |
| 3 | 0,813 | 0,5529 | Valid |
| 4 | 0,799 | 0,5529 | Valid |
| 5 | 0,751 | 0,5529 | Valid |
| 6 | 0,786 | 0,5529 | Valid |
| 7 | 0,727 | 0,5529 | Valid |
| 8 | 0,669 | 0,5529 | Valid |
| 9 | 0,853 | 0,5529 | Valid |

The results of observations in the r table obtained the value of the number of samples (n) = 13, and the amount of df can be calculated as 13 – 2 = 11. With df 11 and alpha = 0.05 (5%) obtained r-table = 0.5529. This means that this value becomes a benchmark where the value of the correlation result cannot be lower than the value of the r table. Based on the validity calculation, it can be seen that r count > r table 9 questionnaires are declared valid, 9 questionnaires are all declared valid because r count is more than r-table.

**Reliability Test**

Test reliability is a test's consistency level that shows a test can be trusted to produce a stable score even though it is tested in different situations.

| Case Processing Summary | | | |
|---|---|---|---|
| | | N | % |
| Cases | Valid | 13 | 100,0 |
| | Excluded | 0 | ,0 |
| | Total | 13 | 100,0 |

| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| ,854 | 9 |

The results above in the Case Processing Summary table can be seen that the Cases are valid for all respondents (13) or 100%, meaning that all are valid. Thus, no one is excluded (exclude a) where the total is 13 or 100%. Alpha Cronbach, in the reliability statistics table, shows 9 items per questionnaire where the respondents are 13 people, and the correlation value is 0.854. This value is classified as very strong, and the measurement results can be trusted. So, it can be concluded that these results prove that all statements in the questionnaire are declared reliable.

**Table 7:** Partner Satisfaction

| Indicator | Description |
|---|---|
| Have partners previously heard the term marketplace | Once |
| Have partners previously used marketplace applications? | Once |
| Since when did partners know the marketplace application | 2019 |
| Where do partners get information about the marketplace? | Social Media |
| How long have partners been using the marketplace application? | 2019 |
| What is the purpose of the marketplace application? Selling/only buying? | Buy & sell |
| How important is the marketplace in business development | Very important |
| The impact of the development of the marketplace in business | Already |

The study results show that residents of Cibogohilir village who have home industry businesses are very enthusiastic about waiting for the marketplace implementation. Approximately thirteen (13) residents represent other residents who are members of the BUMDes Barokah Mandiri membership in their pioneering efforts to market their products, both in the form of food and beverages. So far, they have been selling it door to door. Of course, it is only marketed to local residents and their surroundings. This marketing method is to certainly not effective in improving the family's economy. So the researchers' efforts in building a marketplace application system were very enthusiastically welcomed by the residents of Cibogohilir village.

The initial stage carried out by the researcher was to make a plan. At this stage, the researcher collects material in the form of data from informants regarding what citizens need for the application made. From the results of data processing, information is obtained that residents who run businesses in the home industry need an application that is easy to use, helps residents sell their products that are easy to adapt to technological changes that occur. The next stage is to analyze the results of the planning stage. Data analysis shows that home industry business actors hope that marketplace applications can improve their household economy. This means that with a marketplace, the household economy will develop or increase. This is a very reasonable thing because traditional sales, namely door-to-door, will be different from selling digitally through marketplace applications. In addition to increasing their digital capabilities, industrial and household business actors must also be able to manage their finances well. Next, the researcher carried out the design stage. In this stage, of course, assisted by system experts. From the data obtained from informants, in this case, industrial and household business actors, the researcher informs the system consultant to develop a marketplace system for residents of Cibogohilir village. This, of course, will be a treasure for Cibogohilir village in improving the economic level of its citizens. Researchers have not carried out the implementation, integration, and maintenance stages. The new research was carried out in the first three stages, and all data from informants had been processed.

The data processing results show a close relationship in entrepreneurial research measuring the usefulness of marketplace applications with the needs of Cibogohilir villagers. This is a meaningful match between the knowledge possessed by researchers who incidentally are in the realm of academia and the needs of citizens in the realm of implementation. The research carried out is the beginning of

making a marketplace application system that will be used in Cibogohilir Village. This village will be used as a model for other villages in the Plered sub-district. Researchers have finished creating a marketplace application system, and currently, it will be implemented at BUMDes Barokah Mandiri in Cibogohilir Village.

Researchers will continue to assist residents of Cibogohilir village in using the system that has been implemented until it becomes easy for residents to use it. The village of Cibogohilir will be a pilot. This is also accompanied by the ability of the villagers to use the marketplace for marketing the products they produce. The researcher was very motivated by the acceptance of the villagers. Researchers can also implement the knowledge they have so that they can benefit villagers in need. After the implementation of the marketplace application system, the next stage is to assist in using the marketplace.

## CONCLUSION AND RECOMMENDATION

The marketplace is very much needed by the residents of Cibogohilir village in marketing the products they produce. This can be seen from the responses of the community members when the researchers conducted an initial survey of the location and the answers to the questionnaires that the researchers distributed. The potential of villagers can be marketed through a marketplace that is not limited by space and time. The marketplace has opened up business opportunities for the residents of Cibogohlir village to expand the reach of their market share. Through the marketplace, everyone can make buying and selling transactions more easily and practically. Through the marketplace platform, sellers will not need to rent a place to open a selling booth. This, of course, will save more business costs.

Ciboghilir village has the potential to provide marketplace facilities to its residents who have the ability to produce food and beverages that are suitable for sale. Marketspace will really help the residents of Cibogohilir village in selling the products they make. The satisfaction of the residents of the Cibogohilir village will motivate them to continue to try to market their products. Based on the analysis, the need for residents to use the marketplace becomes a necessity. Currently, a marketplace is being built for the village of Cibogohilir. This of course, will increase the income of the residents of Cibogohilir village. Housewives can help the household economy with the abilities they have. The marketplace allows villagers to market their classy and quality products to the outside world.

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